

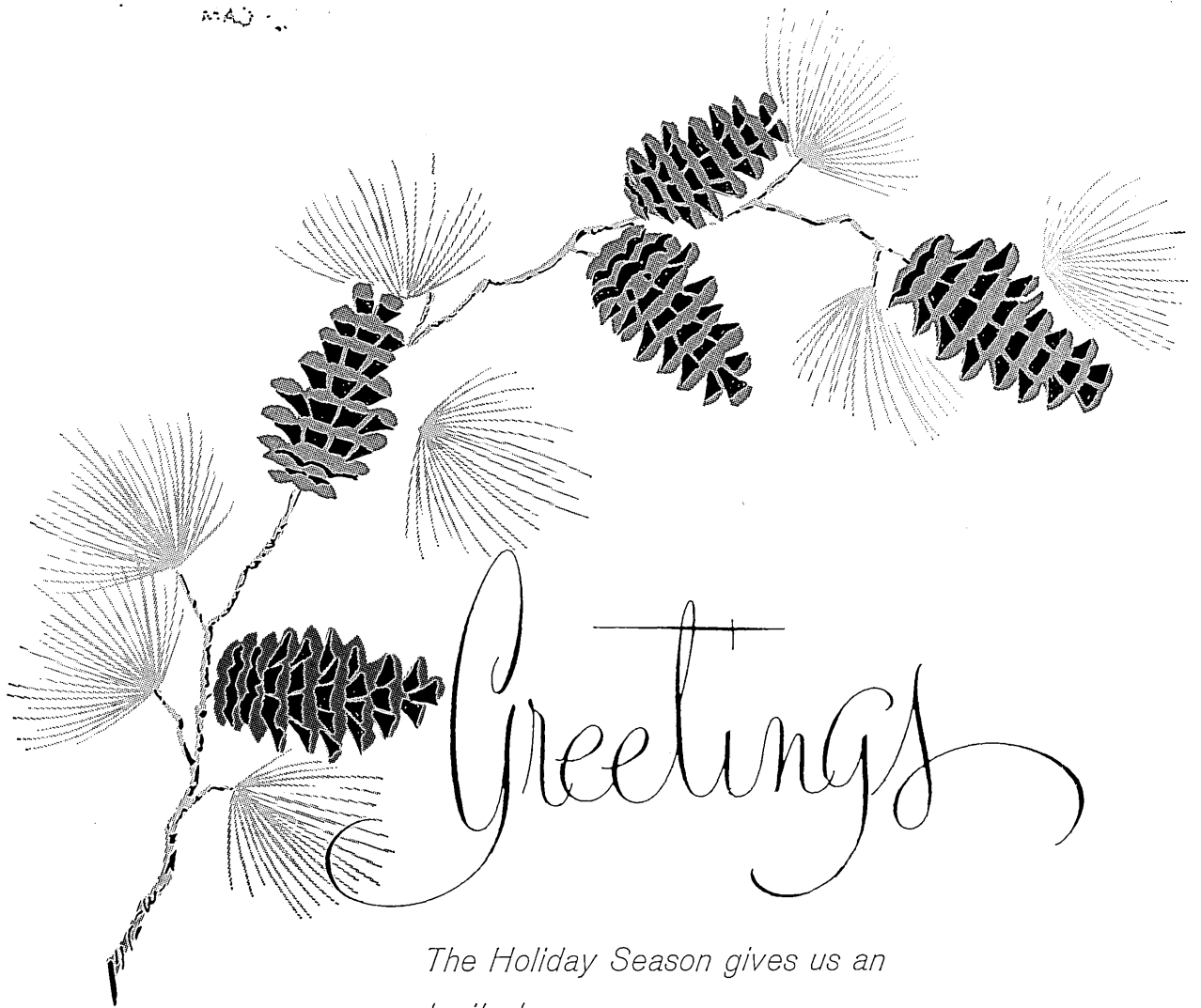
# THE FLORIDA ARCHITECT



DECEMBER  
1967







*The Holiday Season gives us an  
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happiness and prosperity throughout  
the coming year.*

## **FLORIDA PORTLAND CEMENT**



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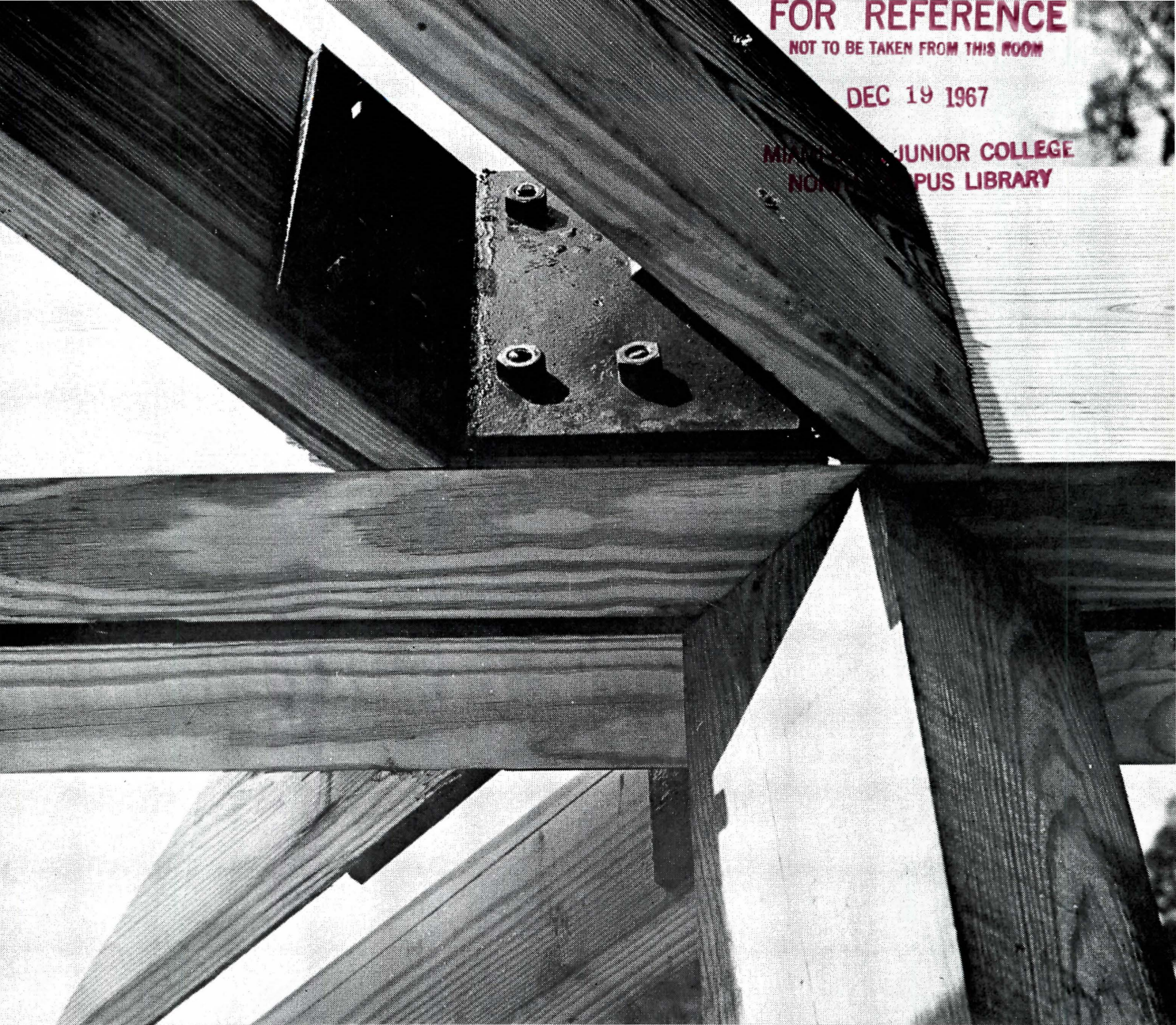
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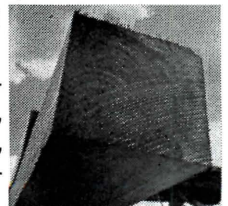
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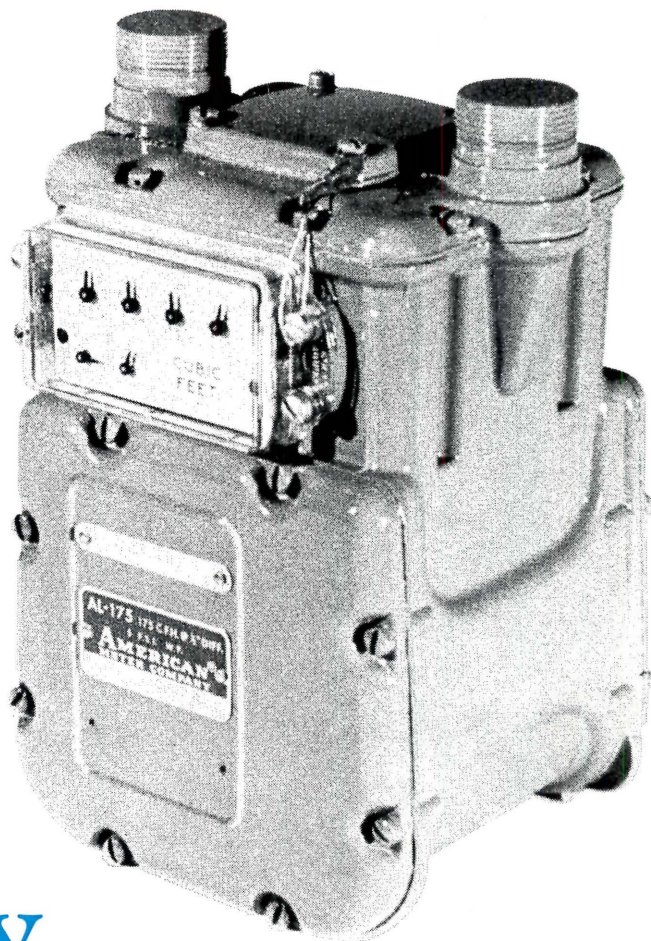
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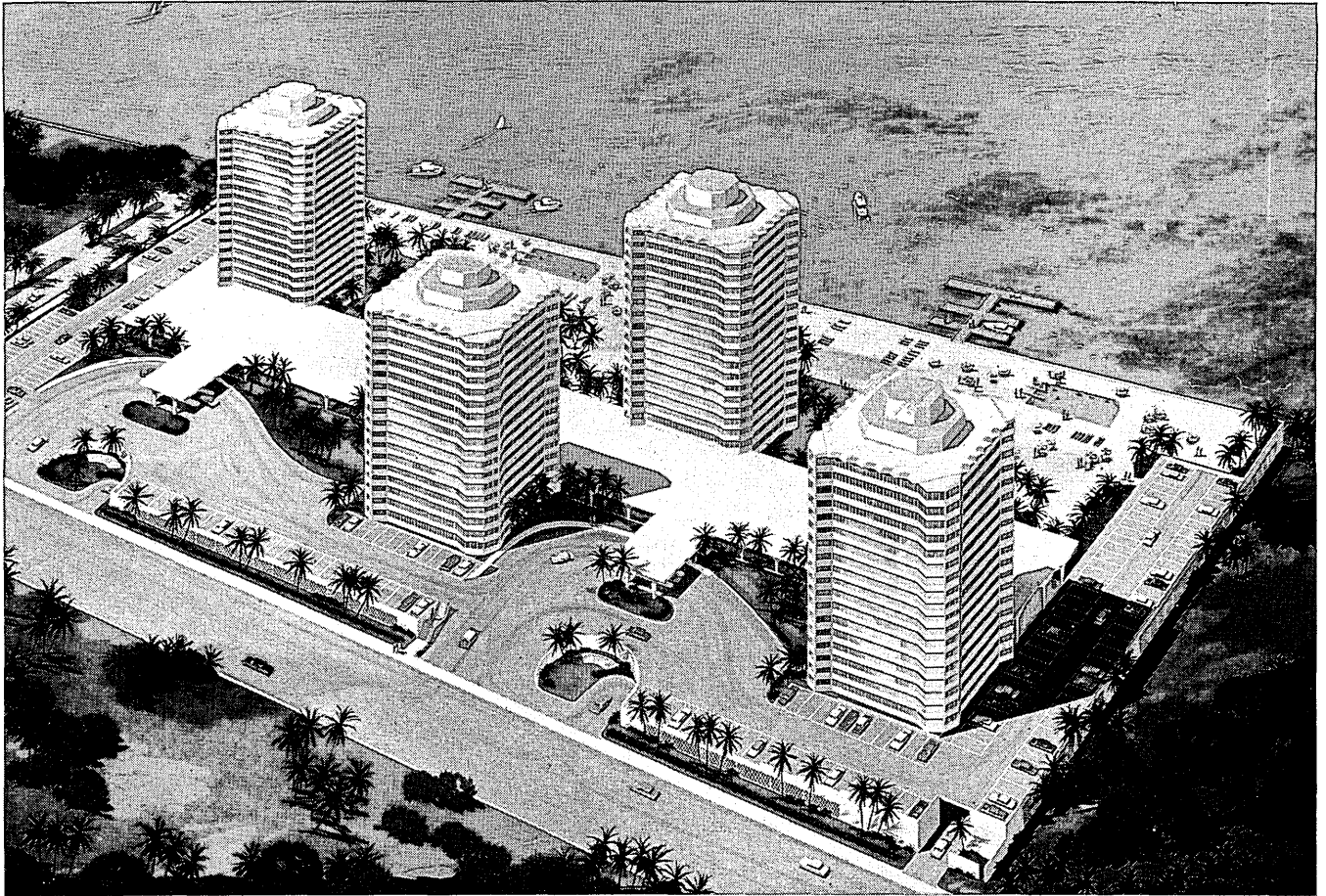
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**GAS**

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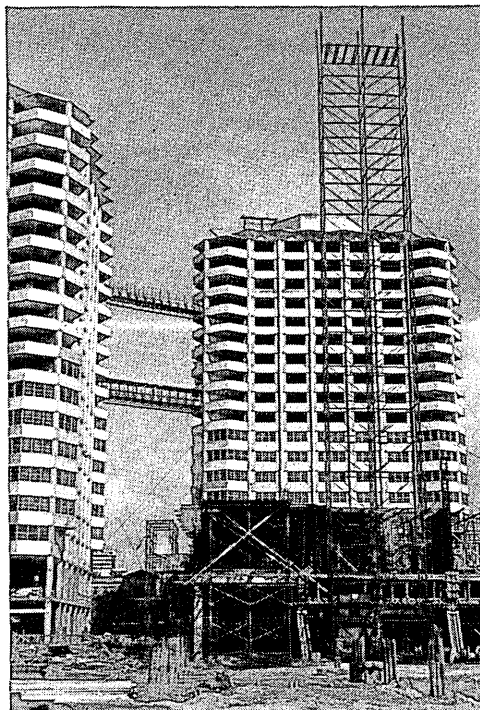


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The 765 accommodation units of the Four Ambassadors range from studio apartments to luxurious penthouses. There's not a "hotel room" in the house. Every guest accommodation is a suite. And each suite is masterfully planned to provide the most imaginative use of floor space possible. The architects selected concrete to render this new idea in bay-front, downtown living which will serve both businessmen and vacationers in Miami. And here, as in new construction ideas throughout the U.S., Lehigh Cements helped make it happen. Lehigh Portland Cement Company, Allentown, Pa., District Sales Office: Jacksonville, Fla. 32216.



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Basic concrete mix formulas are designed to use *only enough* cement to insure maximum strength, durability, stability, watertightness and other characteristics of quality concrete.

A significant reduction in cement content in a mix cuts the concrete quality in one way or another . . . be it the use of too much water, or

replacing cement with so-called "extenders" or "additives."

Unfortunately, the undesirable effects of such cutting may not show up until long after the concrete is in use. Strength readings alone don't tell everything, especially about durability.

The fact is **there's no substitute for portland cement in concrete**. It is with good reason that there should be absolute insistence on accurate and adequate cement content.

If you have any questions on the proper design of concrete mixes or any other phase of design and construction, the Portland Cement Association has a staff of trained specialists ready to assist you. Feel free to call on them at any time.



**PORTLAND CEMENT ASSOCIATION**  
1612 East Colonial Drive, Orlando, Florida 32803

*An organization of cement manufacturers to improve and extend the uses of portland cement and concrete*



# THE FLORIDA ARCHITECT

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION  
OF THE AMERICAN INSTITUTE OF ARCHITECTS



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THE FLORIDA ARCHITECT, Official Journal of the Florida Association of the American Institute of Architects, Inc., is owned and published by the Association, a Florida Corporation not for profit. It is published monthly at the Executive Office of the Association, 1000 Ponce de Leon Blvd., Coral Gables, Florida 33134. Telephone: 444-5761 (area code 305). Circulation: distributed without charge of 4,669 registered architects, builders, contractors, designers, engineers and members of allied fields throughout the state of Florida—and to leading financial institutions, national architectural firms and journals.

Editorial contributions, including plans and photographs of architects' work, are welcomed but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Florida Association of the AIA. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to The FLORIDA ARCHITECT for prior use . . . Controlled circulation postage paid at Miami, Florida. Single copies, 50 cents; subscription, \$5.00 per year. February Roster Issue, \$2.00 . . . McMurray Printers.

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VOLUME

17

NUMBER

12

DECEMBER

1967



# CHANGE FRUSTRATION JEALOUSY

It is difficult for one architect to talk in a formal way to other architects, and be both challenging and optimistic. Too often, when one dwells on what still must be done, it somehow comes out as pessimism about where the profession is and where it is going. I am not pessimistic. I am very optimistic about the future. But I am optimistic *because* of the challenges — not *in spite* of them.

Now this doesn't mean that I am optimistic about the future of every architect in this room because I'm not. There is great potential, but as I tour the country and talk to many architects, I fear there are some who have little to offer, and I certainly see many who seem to have little intention of making much effort to meet their full potential.

The self-questioning, dynamic and aggressive architects have the greatest future imaginable ahead of them, because the challenges are stirring, the need is great and there is a growing awareness that our world needs help. But, since our world does not yet know that its architects are the ones that can give it this help, there are things to do today if we are going to have much of a chance to realize our future potential.

It seems to me that there are three forces working on each of us today, and the future of each of you will depend on how you react to each of these forces.

My purpose is not to beat all sorts of drums for the AIA. It is imperfect and probably always will be. Any organization that relies primarily upon the volunteer services of busy practitioners is bound to seem slow and inefficient. But if this is your complaint, then I submit that the correction lies in more volunteers and less critics.

Tomorrow's profession needs the thoughtful help of today's architects, for today's practitioners — not today's editors or today's educators — but today's practitioners are the best qualified to plot the profession's future.

I may be a little idealistic, but you really do owe some of your time and energy to working for the good of your profession. Generally, it has been good to you, and without wishing to seem melodramatic, as never before,

today's architects need to work *together* for a common cause and toward a common goal!

Surely, in 1967, there can be no question about trying to meet the future in an *organized* way. There are certain powerful groups, like government, that simply respond to the pressure of numbers, and our number has grown to the point where, *if* we speak, we can be a force. Also, as our number grows larger, we more and more need some vehicle to permit our exchanging ideas and experiences — the simplest form of research — the exchange of information. So, if we didn't have an organization like the AIA, we would have to invent one, for there are new, strong, eager and well-organized forces working hard to replace us in the scheme of things. I am optimistic, because I am confident that we won't let them.

## Change

Certainly the major force is the force of change — but primarily the change that is being brought about by the tremendous increase in population. The world has always changed, and the only thing that is unique about our time is the *rate* of change.

There is nothing that says that these changes are *automatically* going to be for the best, or that they are going to be easy. In fact, I suspect that they probably will be painful for many of today's architects, and will be accepted, if at all, with the greatest of reluctance.

But change is inevitable, so we can only try and control it, go along with it, or resist it. Change has always been created by the few and resisted by the many. Perhaps there is not outright resistance on the part of today's architects, but, on the part of some, there is a kind of a *baffled confusion* about why it is all happening.

The most prominent forces seem to be connected with urban living, and since we can say that the year 2000 will be even more urbanized, and since the *physical environmental* side of urban problems are an area where the architect is, can be, or should be something of an expert, the profession has a great opportunity to become one of history's great forces for good — *if* its members will make the effort. And you can't be any more optimistic than that. Pessimistically, it's only the "IF" we have to think about.

Today's architects should be concerned — they should be deeply con-



cerned — about air and water pollution. But even more important, today's architects should be deeply concerned about the visual pollution — a type of pollution that is more dangerous than the other two, for it is a pollution that hammers at our nervous systems and smothers our sensitivity — the two things that do much to make us humans rather than animals, and, therefore, very important — two things, that for some reason, our world seems to consider unimportant.

There is no question about the opportunity ahead of us. But even today's challenge is insignificant compared to the one that is going to be solved by someone — solved by someone — in the very, very, very near future. After the events of this summer, and when Viet Nam is settled, you can be sure that Government's major efforts are going to be directed toward finding fast solutions to the social and environmental problems created by today's cities. As architects, we have an obligation to see that they are fast — and good!

Are we will prepared to meet this challenge? Optimistically, some of us are. Pessimistically, many of us are not. We must not be arrogant about what an architect can do and what he cannot do. We must admit that we are not very well prepared as a total profession, *but we are better prepared than anyone else*, and that's quite a bit. We at least care that our cities become places where more and more people can *enjoy* living closer and closer together. And it's this concern that seems to be lacking in many of the other disciplines that say they are qualified to take the leadership.

Perhaps I am prejudiced when I take such a stand, but I do think that many architects have much to offer that this world badly needs. And while I admit that what your City *wants*, and what it *needs*, are probably two different things; you will have a much better chance to give it what it needs, if you can first give it what it wants.

With such a need, and with at least something to offer, today's architects should be among the world's most satisfied men. But, of course, we aren't. We are really quite frustrated, and this seems to me to be mostly because we feel that our world refuses to allow its architects a serious role.

## Frustration

And so, our second force — our own frustration. Like the force of change, our frustration can be a force for good, or a force for bad. Some men

react to frustration by inventing new things and making the world a better place to live, while some withdraw in sullen confusion.

We have a choice to make. We can retreat into our laboratories and be content with producing architecture for architects — and some will — or we can reconsider our own values and make the tremendous effort that it will take to move out into the main stream of the life of our communities. The profession's hope is that enough will, for it is our only hope and, quite possibly, one of our age's great hopes for the future. I don't know too much about your cities, but if you take a moment and name the five people who have the greatest influence on the development of your city, would you honestly name an architect among them? From my experience around the country, I doubt it. Bankers — certainly, real estate men — yes, political leaders — obviously, businessmen — of course. Maybe even a few engineers, but no architects. So most of you will have to admit that many important environmental decisions are being made without the benefit of an architect's close and intimate advice.

For some reason, today's profession is content to let the basic decisions be made before they bring their talents into the picture. Too often, some *more or less insensitive* person decides to build a building of a certain type and size, pick the site and set the budget. We are satisfied if he *then* calls in the architect to solve what is left of the problem. This is not being a dynamic part of environmental design. It can only be considered to be environmental perfume.

If we do have much to say that our world should hear, we have to first get its attention. So, we must become involved in government, serve on boards and make every other kind of effort to be a leader in our community. At least, we must *speak* up on important matters — especially if they affect the development of the environment.

Now I know that architects are not unanimous on anything — we can paraphrase an old Syrian saying, "If you get four architects together, you get five opinions." And perhaps we disagree among ourselves more than other professional groups, but we have let this lack of unanimity discourage us from taking a position on *anything*.

This just has to be interpreted by others as a form of weakness. One can not even hope to show leadership by meekly keeping quiet. Even when we have spoken out in the past, it has too often been only in a negative way of opposing the ideas of others. Is this

leadership? IF WE ARE THE EXPERTS, AND EVERYTHING IS ACCEPTABLE TO THE EXPERTS, HOW CAN WE HOPE FOR A SOCIETY THAT IS SENSITIVE OR QUALITY-CONSCIOUS OR SHARES THE VALUES THAT WE CONSIDER IMPORTANT?

There is another effort we have to make. There are a lot of architects in this country, and it is proper that some should do kitchens while others design large sections of big cities, but each has one thing that he owes his profession and his society — each needs to at least be a highly competent technician. I have to confess that there are at least some who aren't. They hurt us all.

It's time to quit blaming the package dealer, the engineer, the contractor, to prefabricator, and others for many of the problems facing today's architect. It's time we looked at ourselves and very honestly ask ourselves — each of you — today — tonight — tomorrow — what are you doing that will make you a better architect?

If we are going to honestly suggest that our age follow us into new and better worlds, it seems to me that we should be able to give them what they need in this one. It expects great skill from its scientists and its other professionals — it expects great technical competence from its experts. It has a right to. Perhaps a major cause of our frustration is our own conscience.

My main condemnation of our profession today is that we do not channel our frustrations into a compulsion to be a better architect, but we release them into the third force affecting tomorrow's architects — today's jealousy.

## Jealousy

In your awards program, a few of your fellow architects were singled out and given some recognition for making the effort to do a better job. For those whose projects were not rewarded, I ask you to be honest and analyze your reaction. I fear that there is at least a flash of resentment, and an inner blast at the lack of taste and stupidity of the judges.

I know that we live in a competitive world and, perhaps, I am asking too much when I ask that such reactions stir you into a desire to do better, make you analyze the standards you've established for your own work, and give you the necessary spur to try harder.

Most often, the effect is bad. Jealousy leads to outspoken criticism of a

Continued on page 20



## LETTERS

Once again it was a genuine pleasure to participate in the 53rd Annual Convention which convened in Hollywood last week.

We should like to share with the other Exhibitors, our appreciation for the many courtesies which you accorded us. It was indeed a well-organized meeting and everything seemed to progress with a minimum of confusion. Unlike previous meetings, there was little or no criticism on the part of either the Exhibitors or the many architects who attended the meeting.

Please accept our heartiest congratulations on an excellent meeting—not to mention the good fortune and enhancement of the activities by the presence of Governor Kirk at the Annual Banquet.

Hopefully, we shall look forward to your kind and welcome invitation to participate in the 1968 meeting at Daytona Beach.

With kindest personal regards and again, many thanks to your staff and committee members who should be congratulated for their splendid efforts in making this meeting a really successful one!

LAMBERT CORPORATION  
V. L. Sinisi, President

It was a pleasure working the convention in Miami this past week and you are to be complimented on the arrangements and the smoothness.

Personally, I enjoyed the arrangements and hope to see you in Daytona Beach next year.

PPG Architectural Representative  
J. Velma Lamb

Would appreciate your placing Mr. John Harvey on your complimentary mailing list. Mr. Harvey is the Director of Planning for the City of St. Petersburg and we feel that THE FLORIDA ARCHITECT would be of interest to him.

C. Randolph Wedding, AIA

Thank you so much for rushing the two films to us. We were able to review each one before the meeting, and decided to use "No Time For Ugliness." It proved to be a highlight of the luncheon, and was viewed by approximately 40 people.

The purpose of our luncheon was to "kick off" the plans and projects of the Beautification Committee of the Downtown Council. This committee is composed of downtown business people, as well as representatives of civic groups throughout the county. We have embarked on an ambitious program this year, one that includes paint-up, fix-up in the immediate area surrounding downtown, and a county-wide litter campaign spearheaded by the Jaycees.

Again, thank you for lending us the films. Your cooperation was deeply appreciated.

DOWNTOWN COUNCIL,  
JACKSONVILLE AREA  
CHAMBER OF COMMERCE,  
Mrs. Alice Parrish, Executive Secretary

RIGHT: Knoll Associates received the 1967 Exhibit Award for "Display Excellence." Left to right, John McDivitt, Jay Hammer, Knoll representative, and President Smith.

BELOW RIGHT: Pittsburgh Plate Glass Co. received the 1967 Exhibitor's Award for "Educational Value of Display." Left: Velma Lamb, PPG architectural representative, and FAAIA President Smith.

## MORE PHOTOS FROM THE FAAIA CONVENTION

## ARCHITECTS IN FOCUS



ABOVE: Architects and guests enjoying the Sandwich Luncheon in the Exhibit Hall.



ABOVE: Anthony L. Pullara Memorial State Chapter Award was presented by President Hilliard T. Smith, Jr. to George Reed, President of the Florida South Chapter, AIA, whose Chapter was recognized for its strong program of public service.

BELOW: Anthony L. Pullara Memorial State Members Award was received by Thomas H. Daniels, of Panama City for his outstanding service to the Association. President Smith presented the Award.



## NEWSNOTES

### BOOKLET ON SELECTING AND WORKING WITH AN ARCHITECT PUBLISHED BY AIA

The AIA has just published a booklet for prospective building owners on "your building & your architect." An abridgement of a series of articles originally published in the "Architectural Forum" and copyrighted by Urban America, Inc., the series was written by Donald Canty, then senior editor of "Forum," and now director of the Urban Information Center of Urban America and editor of its magazine "City."

The articles present an informed non-architect's candid view of how both client's and profession's interests can be best served. Written primarily for the client who is involved in his first building project, they explain how to select an architect, what his role and responsibilities are, and how to work with him for the most satisfactory results.

Copies are available from the Florida Association of The American Institute of Architects. Cost per 100 copies is \$25 and smaller quantities at 50c each plus postage.

### PENSACOLA NAMES ARCHITECTURAL REVIEW BOARD

An Architectural Review Board with authority to say what can and cannot be built and renovated in the historical district to be established in Seville Square was named by the Pensacola City Council.

Serving on this Board are architects Hugh J. Leitch, AIA, Kenneth H. Woolf, Ellis W. Bullock, AIA; Thomas McAdam, appraiser; Peter DeVries, city planner; Pat Dodson, advertising executive; and Lansing Smith, Chairman of the Planning Board.

### ASPHALT JUNGLES IN DADE TO BE GREENER

An ordinance proposed by Architect and Metro Commissioner Earl M. Starnes, AIA, was recently adopted.

The ordinance sets minimum landscaping standards that will apply throughout Dade County's unincorporated areas as well as the cities. Any city may set more stringent regulations if it desires.

The measure controls the type of landscaping to be used, the quality, maintenance and installation. Affected are all parking lots and all other land where vehicles drive as a function of the property's primary use.

### PRYOR AND REED RECEIVE AWARD

At the recent FAAIA Convention, the "Architect Community Service Award" was presented to both Richard E. Pryor, AIA, and George F. Reed, AIA. This award recognized their leadership in community activity and service. One such award is presented annually, but the Awards Committee agreed both were deserving to receive this honor.

### SCHOLARSHIPS TO UF

From the University of Florida, a faculty member and a student of architecture have been awarded scholarships for the 1967-68 academic year by the American Institute of Architects.

Forrest F. Lisle, Jr., Gainesville, Florida resident and Assistant Professor in the Department of Architecture, received a \$1,000 Waid Education Fund Scholarship for doctoral study at Cornell University.

Sergio J. Rodriguez of Gainesville, is the recipient of the \$750 Langley Fund Award. Rodriguez will enter Graduate School at the University of North Carolina, City Planning Department.

### DEPARTMENT OF TRANSPORTATION SIGNS \$4.8 MILLION PLANNING CONTRACT

The Department of Transportation (DOT) signed a \$4.8 million planning contract on September 23, under which "a design concept team" will plan Baltimore's Interstate highways. The team concept, strongly advocated by AIA and proposed to that city by the Baltimore AIA Chapter and to the Federal Government by Archibald C. Rogers, FAIA, chairman of the committee on Urban Design, involves architects, city planners, sociologists, and economists, in addition to highway engineers.

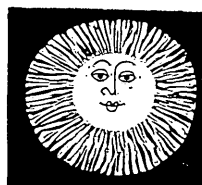
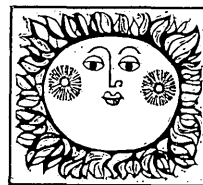
Their goal is to integrate freeway design with overall city planning, and to avoid displacement of numbers of people, disruption of neighborhoods, and unnecessary destruction of buildings. In so doing, they will plan new housing, community centers, and parks along the new highway.

Transportation Secretary Alan S. Boyd said that Baltimore may set a national pattern for designing urban highways. He indicated that all environmental skills will be put into play with early consideration given to the highway's social, economic, historic, and functional impact.

## IN MEMORIAM

Upton Clary Ewing, AIA, who influenced art and thought in Miami, died at his home in Coral Gables October 30 at the age of 72.

A man of many talents, Ewing was an architect and author, a painter and sculptor, a philosopher and theologian, an inventor and a musician.



## CALENDAR

December 8 - 10

Legislative Weekend — Miami.

December 8

Jacksonville Chapter of the Producers' Council, Inc. — Informational Program and "Open House" sponsored by Florida Glass & Mirror Co. Location: 5555 W. Beaver Street, 4 - 7 P. M.

January 3 - 6, 1968

FSBA registration examinations, School of Architecture, Univ. of Florida.

January 11 - 13

AIA Chapter and Section Presidents' "Grassroots" meeting, Shoreham Hotel, Washington, D. C.

January 26 - 27

FSBA Meeting — Architects invited — Attorney Harry Gray's office, Jacksonville.

February 3

FAAIA Board of Directors meeting, 9:30 A.M., Robert Meyer Motor Inn, Orlando.

April 30 - May 3

Annual Conference — Guild For Religious Architecture — Hilton Plaza Hotel, Miami Beach.

October 25 - 28

54th Annual Convention and Building Products Exhibit of the FAAIA, Daytona Plaza Hotel, Daytona Beach.



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with the  
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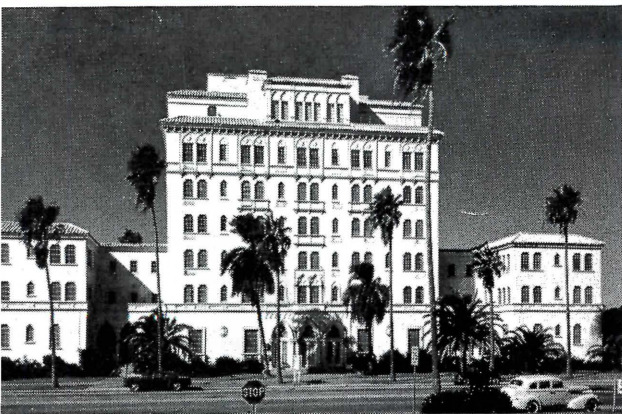
**ELECTRIC KITCHENS.**

Modernization lets you take advantage of the latest worksaving appliances and conveniences, for commercial or residential use. Electric cooking saves hours of cleaning and scouring; saves on repainting costs; because flameless electric makes no smoke or soot.

When involved in new construction or modernization, be sure to look into the benefits of flameless electric. Your electric utility company will be happy to work with you.







### **DAVIS ISLAND TOWERS, TAMPA, FLORIDA**

*"Four years ago, when we decided to remodel one of Tampa's finest hotels and convert it into a distinctive apartment building, we made two decisions. First, that the new Davis Island Towers would truly be an exclusive address, featuring the very finest conveniences for modern living. Secondly, we chose to go all-electric because electric living is the modern, convenient way of life."*

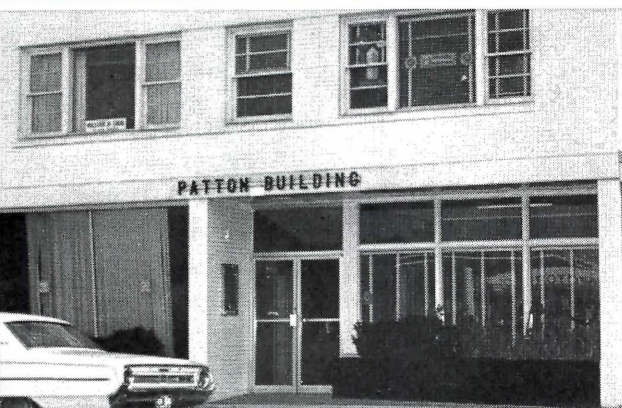
—Mrs. C. E. Burnham  
Manager, Davis Island Towers



### **MAAS BROTHERS, INC. ST. PETERSBURG, FLORIDA**

*"Successful merchandising demands up-to-date facilities and techniques. We switched to modern electric cooking and water heating in our St. Petersburg store because we felt an all-electric operation would reduce operating costs and enable us to merchandise more efficiently... And as an added benefit, our kitchen personnel are really pleased with our new cooking equipment. The kitchen stays cooler and cleaner."*

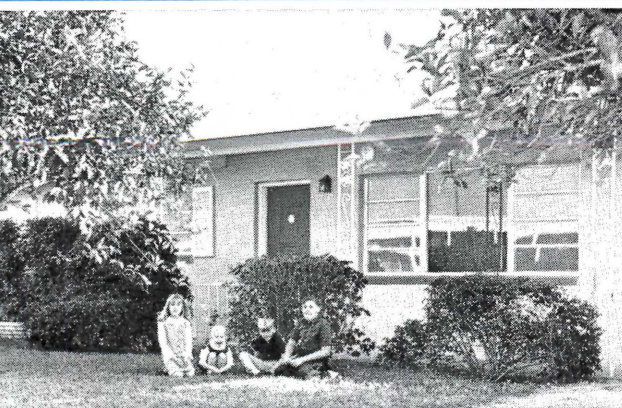
—Alfred L. Schelm  
Vice President & General Manager



### **PATTON OFFICE BUILDING FORT WALTON BEACH, FLORIDA**

*"I'm thoroughly satisfied with the conversion to the year-round electric heating and cooling system that was installed in my office building in 1965. Maintenance has been practically negligible and there have been no more complaints about poor heat distribution from my tenants."*

—Wayne Patton, Owner



### **REMODELED FORT MYERS HOME AWARDED THE TOTAL-ELECTRIC GOLD MEDALLION**

*"The health and happiness of our children always comes first in our home. So when we remodeled we eliminated the hazard of flame-type appliances and installed an electric water heater, an electric clothes dryer, and electric reverse-cycle air conditioning. The house is comfortable the year-round and stays clean because the air is filter-pure. We already had an electric range, refrigerator and clothes washer. Now we're total-electric and proud of our Gold Medallion Home Award."*

—Mrs. Raymond Thaggard



# FAAIA MERIT AWARDS /1967

## NORTH KEY LARGO COMMUNITY TELEPHONE DIAL OFFICE



### OWNER

Southern Bell Telephone & Telegraph Company

### ARCHITECT-ENGINEER

Reynolds, Smith and Hills

### GENERAL CONTRACTOR

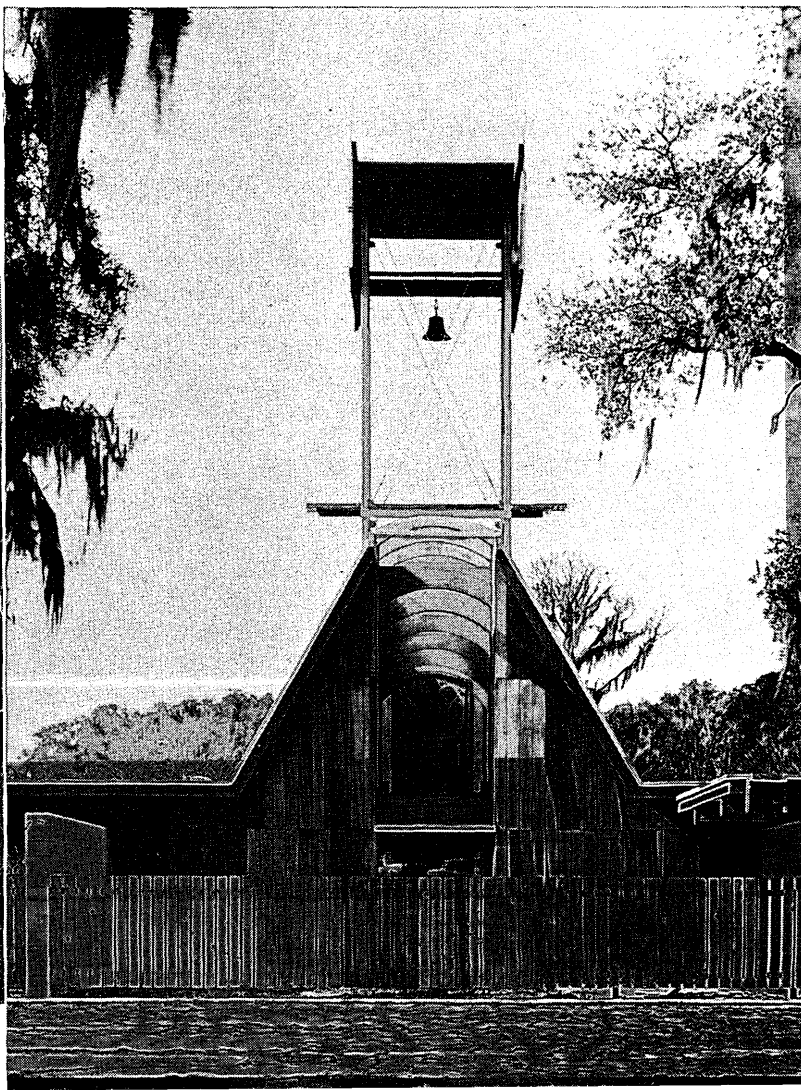
Duffey Construction Company

### JURY COMMENT

This small building is an example of the nice treatment that can be given with a relatively trivial design problem. This firm is to be commended for taking advantage of this opportunity that might easily have been passed by.

### JURY COMMENT

This small chapel shows a skillful use of wood in the design. The Bell Tower is a fresh approach to an age old problem.





Located in a remote area of the Florida Keys, this community telephone dial office serves the exclusive resort community of Ocean Reef. Communications with this community and the outside world are via radio relay. The Key on which this building is erected has a natural elevation of 3 feet above sea level and has during several hurricanes been completely inundated to a depth of 6 feet. This dial office was placed on stilts designed to withstand the winds, and wave action of hurricanes, and was designed of concrete for minimum maintenance. Simplicity of form was the design key, with adaptability for expansion by repetition of the building module. The entire site was filled with limerock to an elevation of 5 feet and landscaping was minimized to several large on grade planting beds.

## UNITARIAN-UNIVERSALIST CHURCH OF JACKSONVILLE

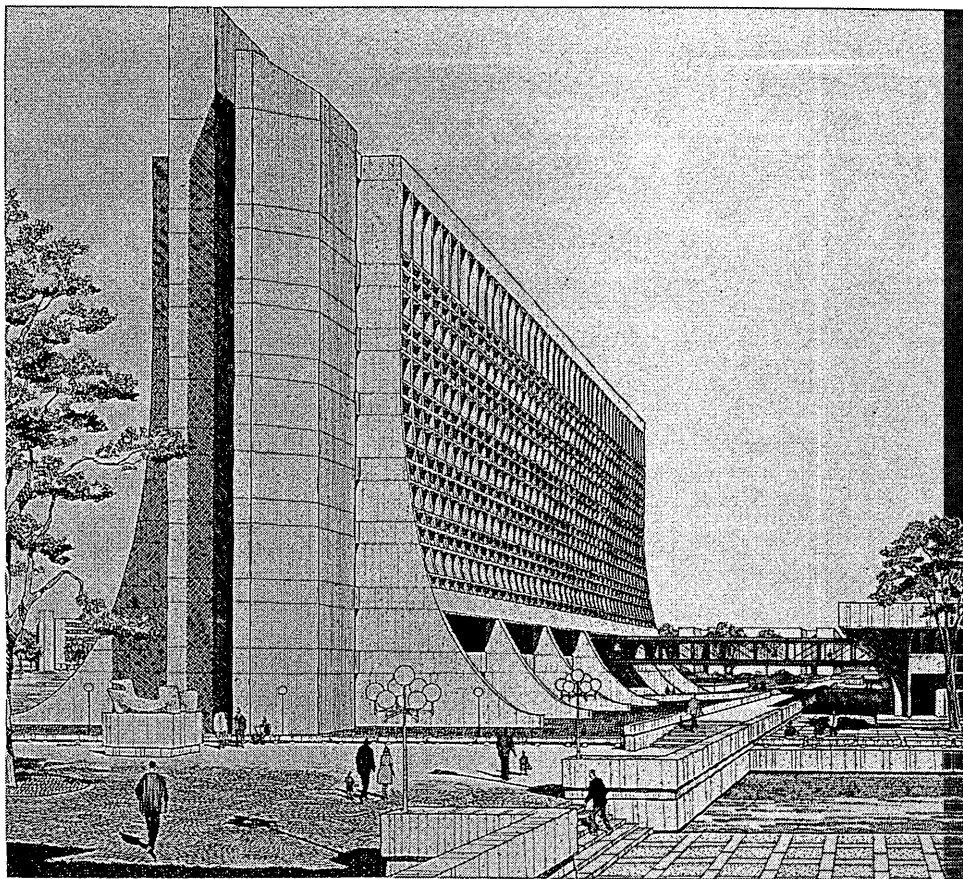
ARCHITECT  
Robert C. Broward, AIA

The buildings were designed so as to do as little harm to the existing natural beauty as possible. Unitarianism respects the works of nature and every attempt was made to create repose and an extension of the natural beauty already evident.

Stairs, bridges, and decks tie the individual buildings together as a unit while allowing existing trees to remain and come through as part of the design. The Chapel overlooks the lake and has a central nave skylight which sets various moods within according to the weather and the moving seasons.

The Chapel and educational wing are the first units of a master plan which will wrap around a wooded hilltop overlooking a small lake. The buildings are constructed of laminated pine with redwood siding and cedar shakes left to weather. Masonry, where used, is unpainted concrete block.

DECEMBER, 1967



## UNIVERSITY OF MIAMI CENTER FOR THE STUDY OF MENTAL RETARDATION

ARCHITECTS  
Pancoast/Ferendino/Grafton  
and Watson, Deutschman, Kruse

The Center will be a part of the Jackson Memorial Medical Center Campus and is designed to become an element of order in the midst of a hodge-podge of non-related buildings and spaces. This coupled with a small site and varied functional requirements, dictated shape and form.

The curving rising fins of the tower arose from clear functional requirements. A large out-patient clinic had to be easily accessible; an administrative area required one floor of 13,000 square feet; floors of approximately 10,000 square feet met requirements of flexible office, study and laboratory spaces. The solution was to stack these in a tower of diminishing floor sizes. The fins also give privacy for patios opening off clinic spaces.

The third low of the center is a building designed to relate to the lower tower floors. This building houses a school and in-patient living areas for mentally retarded children. Each classroom of the school is designed as a multi-use activity area and, taking advantage of Florida climate, opens out into enclosed courts. The upper floor consists of ward and family housing units and a roof top play yard.

## JURY COMMENT

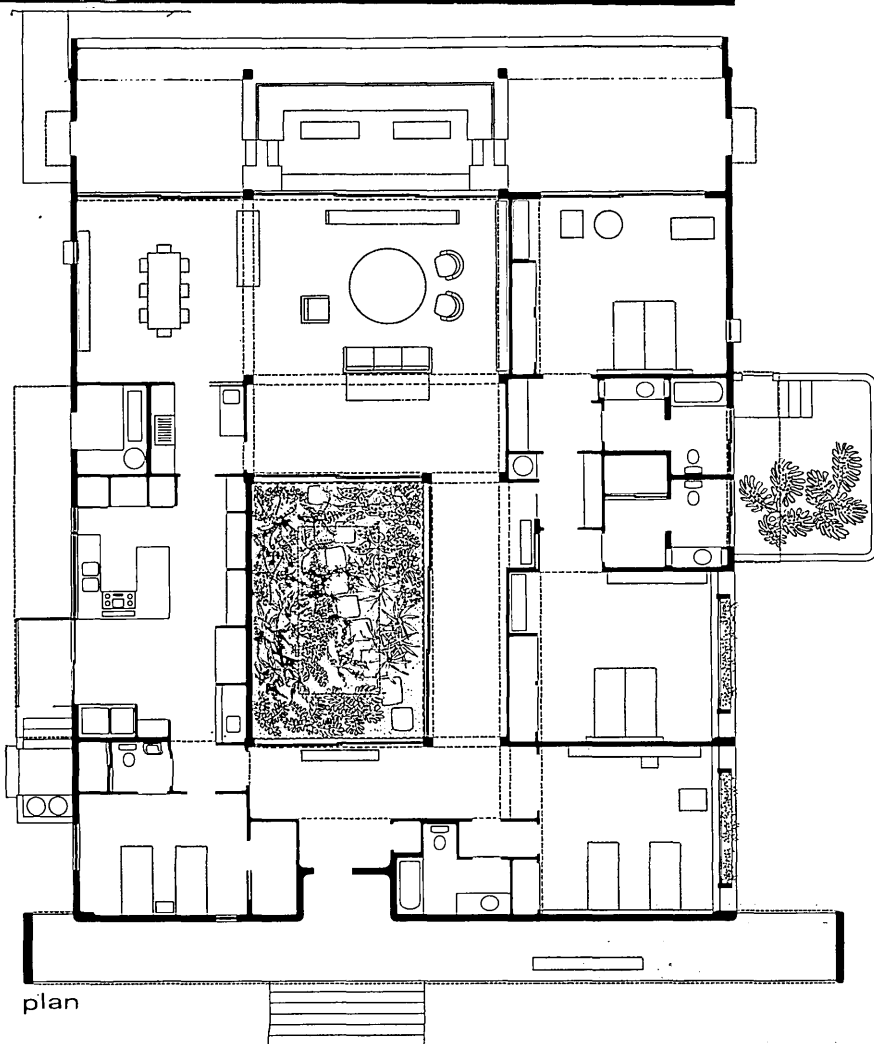
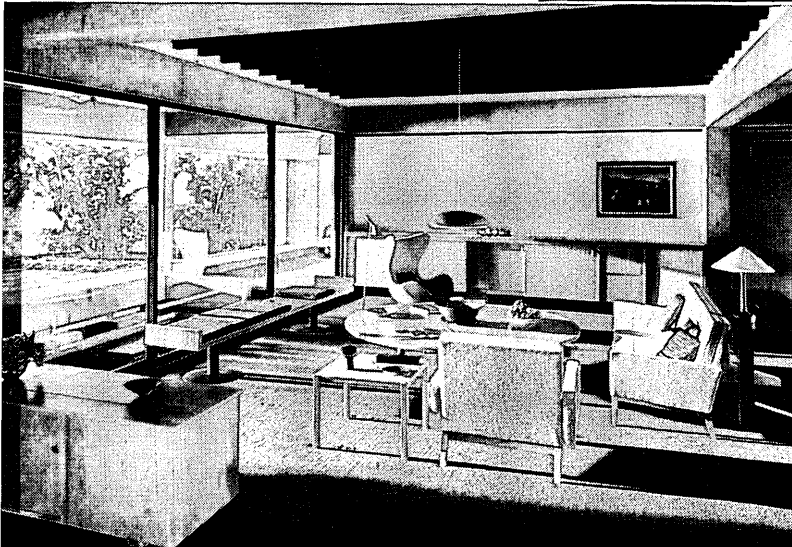
The form of the broad base rising into a slim tower gives an interesting shape that should serve as an identifiable symbol to the many persons who will be working there.



## VILLA MAY

ARCHITECT  
Jorge Arango, AIA

PHOTOGRAPHY  
Alexandre Georges



The house was finished at the end of 1964 for Mrs. Irving May, a lady of over 70 years whose husband died during construction.

It sits on a lot 90 feet wide by 170 feet deep in Miami Beach, looking west at the bay and beyond to Miami. Villa May was designed with privacy and safety in mind, but no high walls or grilles were necessary since they were assimilated into the design. The house was designed to be air conditioned but cross ventilation is possible.

An effort was made to reduce and diffuse the level of light throughout the house. The garden with its screened opening to the sky and the deep porch on the west give the house pleasant and peaceful feeling.

The plan, an old concept of 2,000 or so years, has provided a large space 70 feet long by 20 feet wide, present visually but broken by the central garden.

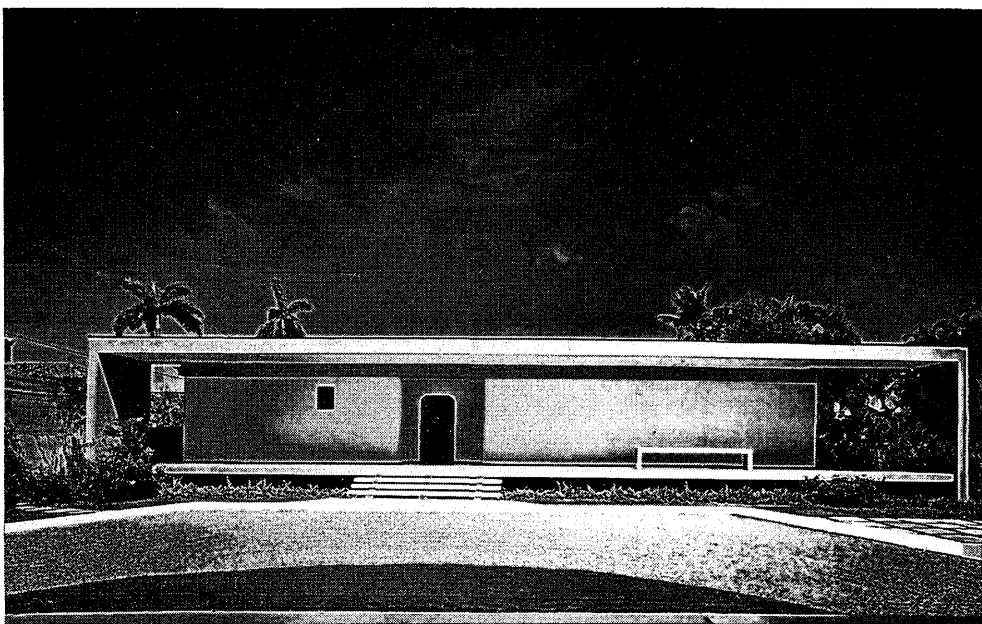
The house has a complete structure of beams and columns in exposed concrete with exterior walls of stuccoed concrete block and interior partitions finished with rough plaster. Stucco and plaster are painted white. The roof is flat with exposed wood beams and stucco painted white between them.

Construction cost was \$20.00 per square foot.



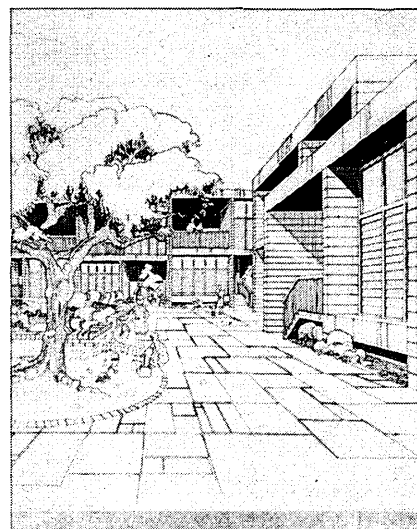
## JURY COMMENT

This quiet design reflects its Florida origin in a most refined way. The vertical seams of screws and the overhead fan off the patio contrast with the compact closed-in air conditioned spaces.

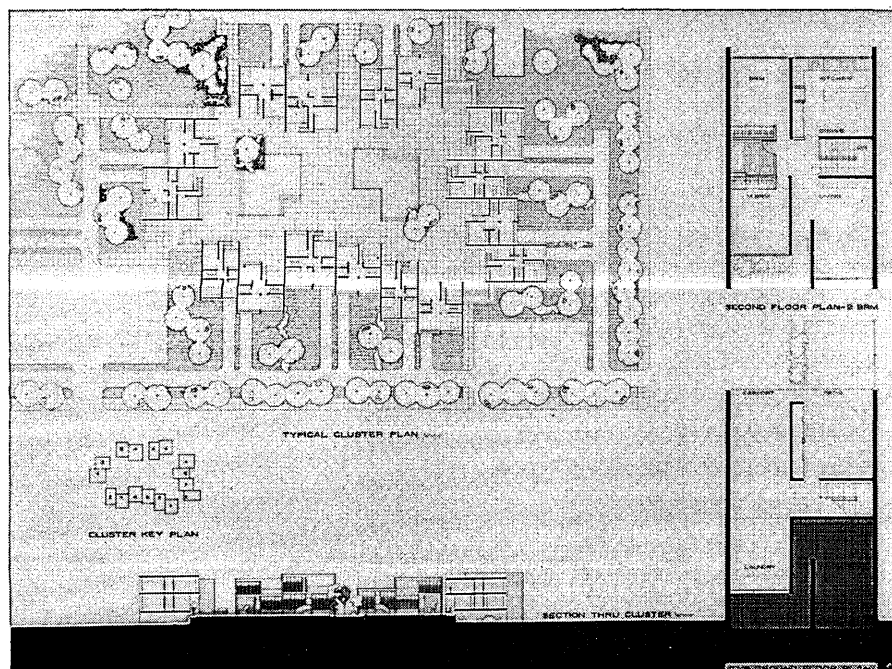


## STUDENT AWARDS

The student displays were the high points of the judging. One of the entires we did not know whether to judge it or wear it—mod architecture, you know, but the students really are not as far out as the drawings first appear. Some of them were so far out the jury could not quite make the scene. Our flower awards are:



## STUDENT AWARD/UNIVERSITY OF MIAMI



URBAN RENEWAL HOUSING  
DEVELOPMENT  
Mrs. Margarita Alejandre Khuly

## JURY COMMENT

The plan shows a sensitive handling of living space for many people in a relatively small area. The varied character of the spaces in the court yard should provide play space for small children and family activities while the central play area could be used for the needs of the older children. The car parking problem has been well handled by establishing a clear separation of vehicles and pedestrian circulation.

PRODUCTION FOR PROFIT: PROPOSAL FOR  
OFFICE PRACTICE  
SEMINARS BY  
CASE & CO.

Your assistance is required to determine whether sufficient attendance can be expected at five tentatively-planned Office Practice Seminars, "Production For Profit."

These seminars will be presented by management personnel, Dr. Charles J. Marsh and Al Werolin of the Case & Co. in San Francisco. This firm and its personnel are extremely knowledgeable with office problems in architectural offices, meaning individual practitioner and small, medium or large firms. Case & Co. was retained by the AIA to conduct a nationwide architectural cost study and the results have been made available (August issue, THE FLORIDA ARCHITECT and AIA JOURNAL, November issue).

Highly successful seminars have been presented to the profession in California and Minnesota. Three hundred attended the three sessions in California.

The reason for considering five locations in Florida for this seminar, is the intent to reduce travel time and cost for the majority of the profession, thereby bringing this program to you. The locations under consideration and the day of the week are as follows: Pensacola (Friday), Jacksonville (Saturday), West Palm Beach (Thursday), Tampa (Friday), Miami (Saturday).

The seminars will not be a review of the results of the recently-published AIA study. The program will get into the nuts and bolts of your practice with documented facts involving varied annual gross dollar volume representing small to large practices, and will bring to you "how to do it" facts, not theory.

You will not sit back and be a mere listener. This you will do, but more important, you will be involved in a working seminar with the kit of illustrative and working materials.

The program content would be as follows:

THE CHALLENGE — the need for profit planning in architecture . . . problems . . . approach.

MECHANICS OF PROFITS — nature and behavior of costs . . . mechanics of profits . . . overall profit planning . . . professional compensation.

MECHANICS OF PLANNING — application to individual practitioner and projects . . . suggested forms . . . planning and controlling costs.

DYNAMICS OF PROFIT PLANNING — cost-volume-profit-inter-relationships . . . visualizing how profits are created and influenced.

(Discussion on these various topics will take place throughout the seminar.)

To bring this program to Florida, a sizeable sum of money must be obligated regardless of the final attendance. These costs involve travel costs for the personnel of Case & Co. from California and within Florida; accommodations in Florida; seminar fee for the program participants; kit material and visual aid equipment. Therefore, it is absolutely necessary for you to assist FAAIA in determining whether sufficient attendance will warrant five (5) locations for this seminar prior to a final obligation of funds.

Please clip the following form, complete the information, and return to FAAIA.

Do it now — as we must hear from you by December 29.

PRODUCTION FOR PROFIT

The following will attend the seminar as indicated. The Registration Fee of \$25.00 will be paid upon receipt of final notice and program indicating sufficient response was received to proceed with arrangements.

Locations (check one)

☐ Pensacola (Friday, May 17)

☐ Jacksonville (Saturday, May 18)

☐ West Palm Beach (Thursday, May 23)

☐ Tampa (Friday, May 24)

☐ Miami (Saturday, May 25)

☐ I will not attend.

Persons To Attend

Firm

Address

City Zip Code

Return promptly to: FAAIA  
Suite 210  
1000 Ponce de Leon Blvd.  
Coral Gables, Fla. 33134



# SMOOTH SELLING

BY GEORGE N. KAHN, MARKETING CONSULTANT

© 1967 George N. Kahn

## ARE YOU A SALESMAN?

Certain words mean different things to different people. Rich, poor, smart, dumb—all these terms take on various shades of meaning, depending on the person using them. A Calcutta beggar would consider any American rich; a man who can read and write is thought of as smart by an illiterate.

The term "salesman" produces the same kind of semantic problem. To many people, the noun would apply to anyone who sold anything to anybody. This would include sidewalk pitchmen, door-to-door gadget vendors, newsboys and store clerks as well as the men making \$100,000 a year selling highly technical industrial equipment.

A salesman is a creative individual. He also is a man who develops markets, who aids the buyer as well as himself, and who is constantly trying to increase his sales through bold, imaginative thinking.

### Selling Credentials

Unless you can really communicate with a customer so that he thinks like you and is motivated to buy through your persuasive powers, you are not a salesman.

Unless you can see the customer's point of view and turn it to your advantage, you are not a salesman.

Unless you can determine what a customer needs—not what he wants—you are not a salesman.

Unless you have a thorough knowledge of yourself, you are not a salesman.

Unless you have studied other people so you have some insight into their character, you are not a salesman.

### Don't Stop Growing

Are you still growing? Growth is at the heart of salesmanship. Even if you have been selling for 25 years you should still look for new ideas and methods.

One of the nation's leading insurance salesmen surprised his supervisor one day by volunteering for the firm's training course for sales recruits.

"But, Dan", the boss said, "you sell more insurance than anyone in the organization. This will be kid stuff to you."

"Jack," Dan replied, "not a day goes by that I don't learn something

new. In that training course, no matter how basic it is, I'll pick up some piece of information that will help me sell more insurance."

Some people stop learning the day they leave school, whether its grammar, high school or college. These are the individuals who are passed by in earnings, promotion and prestige.

### Qualities Needed

A mark of the successful salesman is his work habits. If you are committed emotionally or philosophically to the eight-hour day, then forget salesmanship. The man who writes the big ticket thinks nothing of putting in a 10, 15 or 18-hour day.

Thomas Edison said that genius is 99 percent work. The salesman's income will invariably be related to the time he puts on the job. Planning is also important.

A sales manager for a well-known rubber company once asked a discouraged salesman how many prospects he had seen that day.

"Two," the salesman said.

"How many had you planned to see?" the boss continued.

"As many as I could," the salesman answered.

"That isn't planning, that's hoping," the supervisor said.

There is a lot of concern today about whether this country is on the moral skids. The television quiz scandals, the price fixing conviction of some businessmen, the link between sports and gambling—all these have prompted serious soul searching.

I'm also concerned about this question, but I do not believe for a minute that morality—particularly business morality—is an outdated product.

No salesman should think honesty is old fashioned. The man who cynically disregards business principles is deluding himself.

## EDITOR'S COMMENTS

The second article on Smooth Selling is also important to architects. In the area of Office Practice we have client relationship and this involves salesmanship. Your ability to properly communicate why you as an individual, or your firm, should be commissioned is imperative. The profession provides a service and you must communicate.

New market areas, meaning new clients, new purchasers, are developed by a salesman. Architects, too, must be sales-minded in order to bring about new clients by means of investigative market research.

Keeping yourself abreast of new developments in architecture is a must for proper performance to the public. Therefore, continuing your education by various means is as important to you as an architect as it is to the product salesman.

Can you sell yourself ethically is a question you must answer in this world of competition. You cannot afford to wait for new business to knock at your door.

Honesty and dependability are not outworn attributes. The salesman who has them is endowed with human values that will translate into earning power.

Let me mention another equally important: maturity.

A man who flies off the handle at criticism is not mature. The mature individual, who is criticized, will use the censure as a lever for improvement.

### About People

It's human nature that men are drawn to individuals who are understanding and sympathetic. If someone knows that you care about him, he will care about you. This is especially true of the customer-salesman relationship. A genuine liking for people is another invaluable asset for a salesman.

A buyer for a midwestern electrical firm was such a grouch that salesmen used to go miles out of their way to avoid him.

"Who wants to be insulted by that crank?" they would say.

Fred Naylor, had a different idea. He breezed into the buyer's office one day, stuck out his hand and announced:

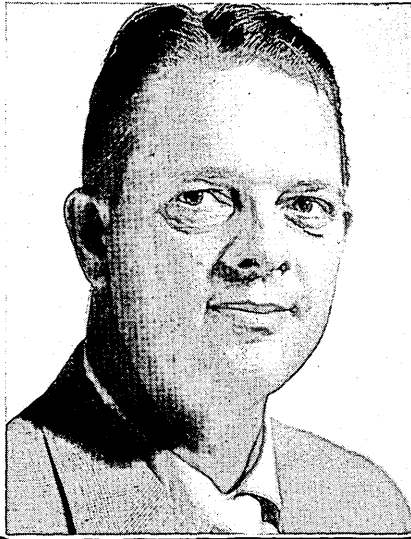
"Mr. Grant, I've made up my mind about two things: I'm going to like you and you're going to like me."

The crusty purchasing agent was so surprised that for a few seconds he simply stared at Fred, open mouthed.

Then he began roaring with laughter and put out his hand.

Fred walked off with a huge order.

There must be sympathy before a salesman can truly cater to the needs of his customers. You can't be expected to read a customer's mind, but you should have a fairly good idea of the things which motivate him—his fears, aspirations, likes and dislikes.



## PHILOSOPHY

H. SAMUEL KRUSE FAIA / MIAMI



Architecture is the result of planning to fulfill a social function artistically and can be brought into existence only through the construction process. This planning and construction process is becoming increasingly complex and requires for success the leadership of a person who is a problem solver, a pragmatist, a humanist, then an artist. Such a person, I believe, is an architect. I try to be such a person.

I do not believe that architecture is a personal art in which an individual artist may make the needs of others second to his privilege of self-expression. Painters, dancers, composers, and the like can create to satisfy their egos even in complete seclusion. Architects must create for the needs of others, not for self; and, of necessity, he must not be ignorant of the needs and aspirations of society. I believe that architecture is the all-embracing art, but a unique art, that serves practical necessity, yet, more than any other art, embodies the spirit of society, and that it is created by a team effort.

The process for creating architecture is an exciting yet tedious, an intuitive yet scientific, a personal yet social total involvement in design, where the individual with the help of many synthesizes social need with the pressures of law, economy, technical capacity and social mores to accomplish necessities artistically. That individual should be an architect. However, lest he become a pawn for others to manipulate, the architect not only must be involved in the creative process, he must lead it. A leader is never a hermit, an innovator divorced from the world around him.

I find essential free and fluent, two-way communication with the institutions of society, with the disciplines who advise and shape these institutions, and with my professional colleagues who help me do those things I haven't done before or cannot do alone. In my involvement with others, I become more knowledgeable about technical matters, more proficient in *manipulating* the pressures or removing them from the creative process, and more understanding of the aspirations of men related to my ideals and ethics, so that the artist in me can inspire those who help create architecture as well as those who use it and see it. With this growth I become happier, of greater service to society, and more able to affect architecture.



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fellow architect, and withdrawal from the profession. The profession needs constructive self-criticism, but it needs less public complaining.

I have an idea I would like to see tried. In line with my earlier feelings that our first obligation is to be technically competent, and tying in the advantages of healthy criticism, what if your Chapter established a "professional" committee who regularly reviewed each set of documents that were submitted for a building permit? Reviewed—not for design—but just for skill, thoroughness, clarity and completeness. Shoddy documents—and my friends in the Building Commissioner's Office say there are many—would be discussed with their author in private. Perhaps in this way, the AIA would prove to its critics that it was a force that could do more than prepare legal documents. Think about it.

Jealous complaining does great harm to every member of the profession. It confuses a client who thought he was doing the right thing in hiring an architect. It also does great harm to the group, for the resentment that it creates prevents joint action on important matters, results in an unwillingness to share lessons and experiences that could greatly benefit those that follow, and *fractures any set of architectural values* that our society might wish to establish.

When you get a few architects together, too often the conversation turns to a disgruntled talk of fee cutting, to sadistic discussion of another man's leaky roof, or a sarcastic description of a project in which others have done less than they might. There is very little exchanging of new knowledge and very little discussion of how each could be a better architect. After all, this is the most important thing. Somehow we have allowed our jealousy of our fellow architects to prevent the creation of an environment in which everyone can learn.

**It seems to me that we are in great danger of allowing our jealousy to come forth in outspoken and caustic expressions that are doing more than anything else to destroy the chance of today's and tomorrow's architects being a major force in shaping tomorrow's world.**

Even though I would admit that many of today's good AIA members fall short of what they should be as architects, I can still say that a building today is a better building if an architect has been connected with it. I can still say that we are less ignorant than others. The only thing that con-

cerns me today is how long this sort of statement will be true, if we don't do more than we are doing to make it so.

Perhaps it's our fault, but at least, presently, we can say that we still have time, because the construction industry has done very little to keep up with such groups as the space industry, the automotive industry, the electronic industry or practically any other industry that is a respected part of our society today. The position of leadership for this industry is still open.

By tradition, the architect has been the leader of the industry. In the next few years, we can expect that this will be seriously challenged. There is nothing that your Chapter or the AIA can do by taking a vote that will insure such a position. In a competitive world, the most fit survive, and the leader of the construction industry tomorrow will be the man that is best qualified to be that leader, whether he calls himself an engineer or an architect or a contractor, or some name that has not yet been invented. I hope the AIA can help make the architect this man and I intend to try.

We are living in a time of motion. Motion is created by forces. I have suggested that your future will be determined by the outer forces of change, and the inner forces of frustration and jealousy. Others will fill any gaps that are created by our ineffectiveness today, and while there will always be somebody who draws blue prints, an architect can do so much more for a country that is floundering with its urban problems, with its pollution, with its housing problems, with its social problems, and looking for a man-made environment where men can live closer together and be happier. Many are looking for leadership in areas and in a field where we are supposed to be, or could be, the expert.

Predicting the future is very risky, but we can be quite sure that tomorrow's world will be an urban world. It will be a world that man has built for himself, and since nothing was ever built by chance, it will be a world that someone will design. Such a world desperately needs the sensitivity and awareness of human values that today's architect could be the best qualified to give.

**We will determine our own future if we can control our inner forces in a way that will permit all of us to become better architects and a more vital force in our community. We will never control our future if we allow our inner forces to splinter our efforts and confuse our friends.**

## RE-EVALUATION OF HIGHWAY DESIGN

The American Institute of Architects has called for a major re-evaluation of policy in highway design in testimony before the Senate Committee on Public Works. President Robert L. Durham, FAIA, urged immediate and complete implementation of the design team concept in the design and execution of all future highways.

**There is too much evidence in cities across America that in selecting the corridor and constructing the highway we have overlooked what the highway is supposed to serve. We have destroyed whole neighborhoods, ruined or buried parks and waterfronts, and displaced entire communities without exploring all the opportunities.**

**Our roads, rails, power lines and sewer systems form the public spine or backbone of our physical environment . . . The placement of future highways and utilities on maps fixes our national posture . . . determining the future use of our natural landscape. To achieve socially responsive decisions professional know-how must be teamed with political skills.**

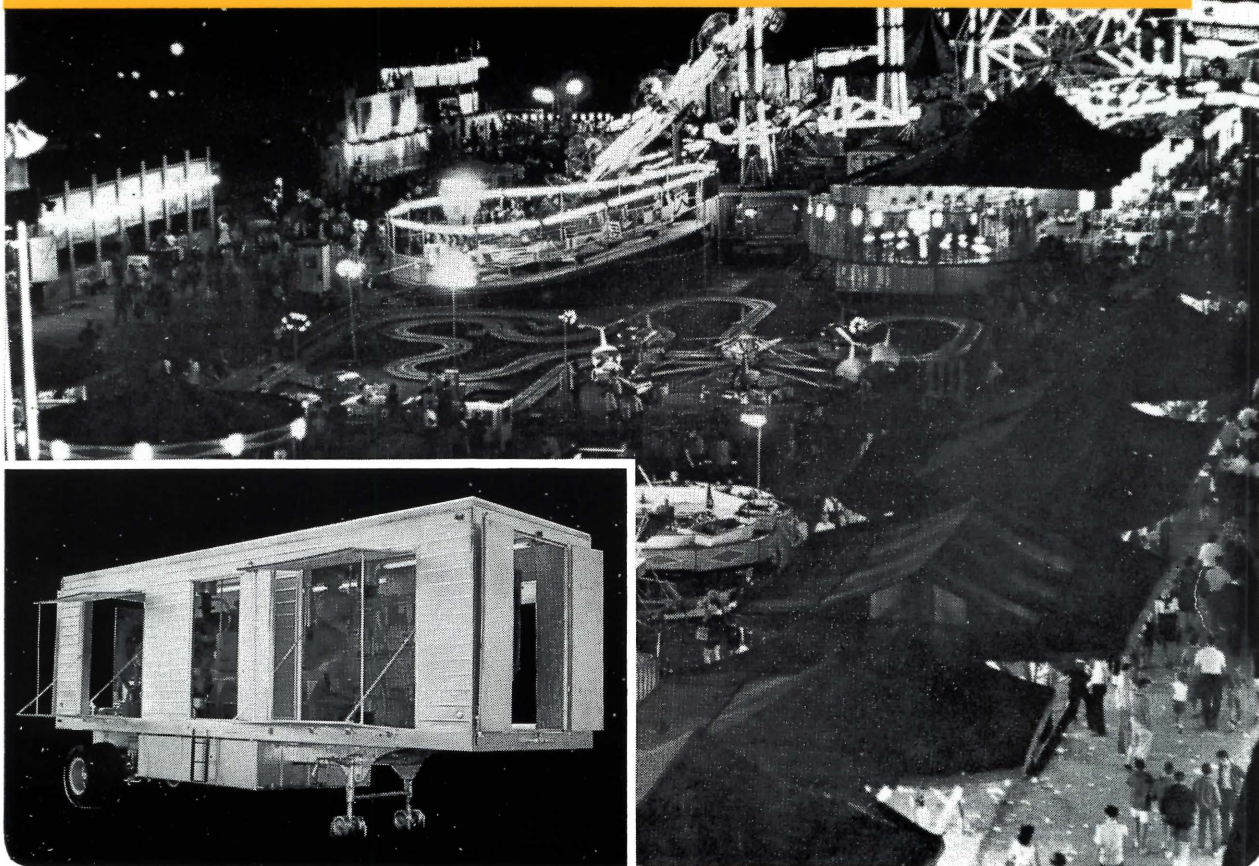
He said that in the selection and design of highway corridors Federal and state highway officials should work with a complete design team—the sociologists, planners, architects, economists, engineers, and others with special training. He said that we must have a new client representative of citizen groups, the community, state and Federal governments with the authority to act. He said that to overcome the transportation imbalance, user charges from highways, airports and other transportation facilities should be collected in one transportation fund and used to develop a balanced system.

In regard to the Department of Transportation's relationship with the client, Mr. Durham urged that direct liaison be maintained with the locality through which the highway traverses. He urged that DOT and the Department of Housing and Urban Development be encouraged to use their research authority in environmental fields to determine the highway's effect upon topography, residential quality, water and potential economic and industrial growth and related matters.

President Durham commented that these points are "*a modest beginning for what needs to be done about highway planning, design and decision making.*" But, he concluded, with their implementation, "*We are convinced that the highway will, in fact, become a 'catalyst' to urban development.*"



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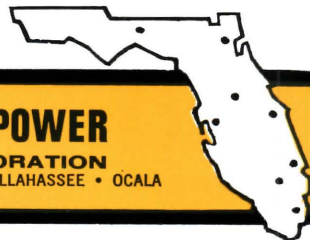
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